

“The Grand Old Party”

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So Haughty and Proud

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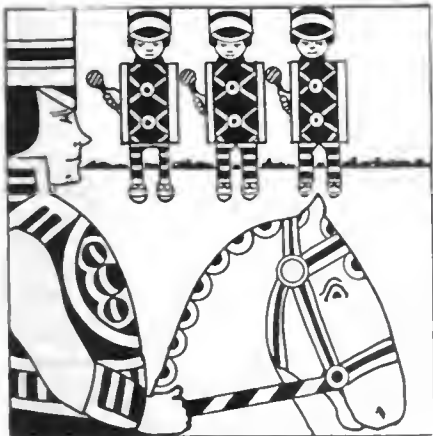
Ransomucci in these columns is No. 3 of a series of six original "Goo-Goo Eye" mailing-cards, which are sent out by the Griffith-Stillings Press, Boston, Massachusetts. The card is printed in three colors, and makes a most striking mailing-card. They offer free use of these cuts on any orders entrusted to them. They also issue a good



mailing-folder on blue cover-stock, printed in two colors. It is titled "At Last." It starts off by saying, "Henry, the timid, trouhling swain, asked the old, old question. The willing maid replied, 'you've got round to it at last.' Possibly we are in somewhat the same position. We have been carrying on what may have the appearance of a mild and harmless flirtation with you, hut now we are going to get right down to the heart of the matter, and the question we want to ask you is, will you give us your next order? We have shown you why we deserve it. We will prove to you—we hope and believe—that the quality of our work has no superior," etc. The balance of the text is well written, and the general appearance of the folder is good. Another folder from the above house has for a title "Literature that Misrepresents You." This is printed in three colors. The typography and general arrangement throughout, including the illustrations, are very modern in every respect. The first part of the text is well worth quoting. It runs thus: "When a man, dressed like a direetor in a steel syndicate, breaks into your office and tries to sell a ten-cent collar-button; when a real sporty chap, with a red nose and a red vest, announces that he is taking subscriptions for the Band of Hope; when an under-sized, wisened man, with double convex glasses and a hald head, announces that he is the representative of a school of physieal culture, you are struck by a sense of inappropriateness. Do you ever stop to consider that you might be sending out business literature which just as poorly represents you? Your catalogue has an atmosphere and physiognomy which should be a perfect reflection of your business," etc. The balance of the matter does much to advertise the Griffith-Stillings Press.

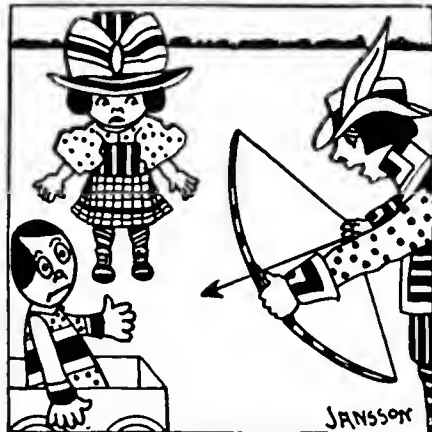
THE ZIGZAG MOTHER GOOSE

PICTURES AND VERSES BY A. L. JANSSEN



YOUNG KING COLE

Young King Cole had a warlike soul
So he called for his drummers three;
He called for his sword and he called
for his casque,
And away to the wars rode he.



ROBIN HOOD

A very bad boy was Robin Hood;
He did today what no boy should:
He jumped right over the garden wall
And shot an arrow at my best doll.



**THE QUEEN CITY
PRINTING INK CO.**

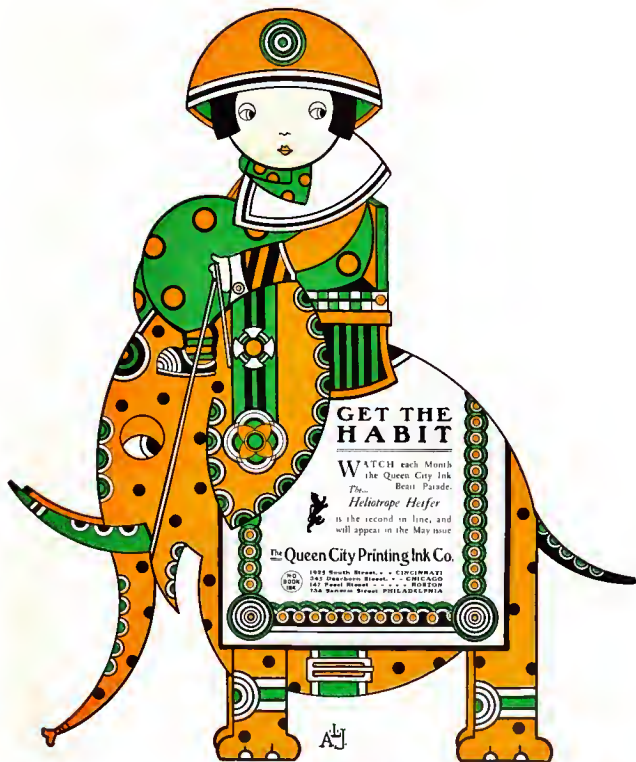
1925 South St., CINCINNATI, O.
345 Dearborn St., CHICAGO.
147 Pearl St., BOSTON.
734 Sansom St., PHILADELPHIA
Saturday Night Bldg., TORONTO.



H. D. BLACK, 40.

RED, 2120.

LAVENDER, 2121.



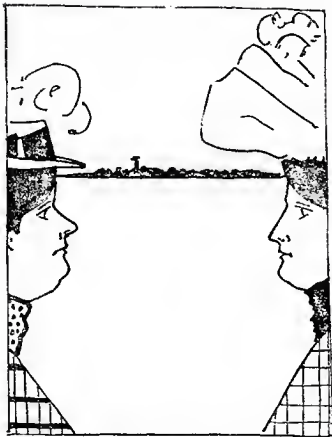
PRINTED ON NO. 1 PURE WHITE
COATED PAPER, MADE BY
THE CHASEMAN COATING PAPER CO.
HAMILTON, OHIO

ORANGE YELLOW, 2816.
H. D. BLACK, 40.
GREEN, 2817.

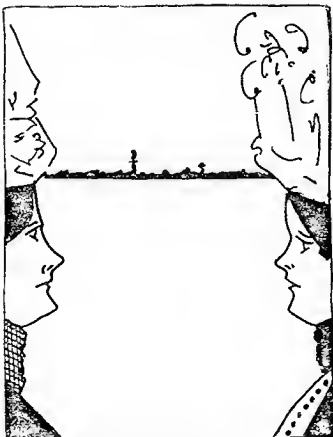
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FINE BLACK, 1866. BRONZE RED, 606. BRILLIANT BLUE, 406.



1—Mrs. A.—My dear Rosabel, I wish that you would come down to the clubhouse with me this afternoon. Miss Dimple, the lecturer on unappreciated elements of womanly beauty, is going to give us a talk.



2—Miss B.—Say, auntie, that beauty woman, Miss Dimple, is going to make a speech at the woman's club this afternoon. Must I go down and hear her?

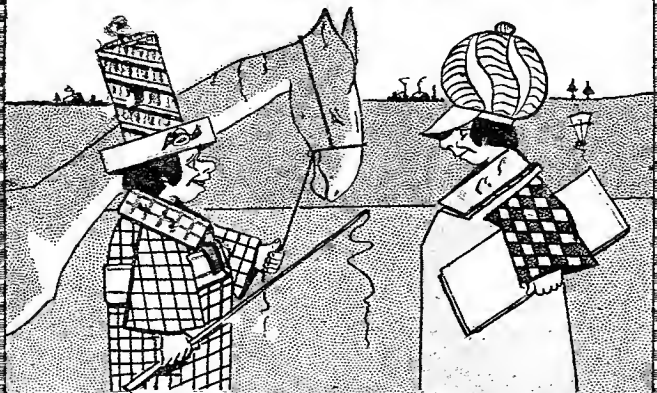


3—Mrs. C.—My dear Angelina, when we were girls they did not pay so much attention to beauty as they do now; but let's go down to the club and see what this woman who poses as a beauty looks like.

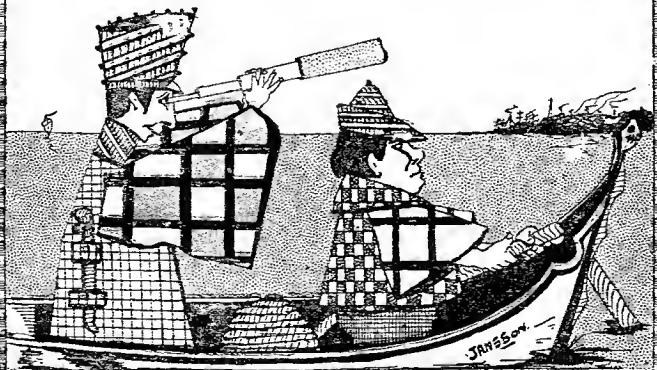


4—Miss Dimple—Ladies, after having heard my lecture, and having seen such a horrible example of womanly beauty as I am, you will be convinced that you all have some element of beauty to be thankful for.

IN PLAIDDIE LAND



FIRST PLAIDDIE—"Well, neighbor KJones, does your new horse answer every requirement?"
PLAIDDIE KJONES "I cannot tell, for he has not spoken a single word as yet."



PLAIDDIE SAILOR (hauling at the cable)—"Captain, will you be kind enough to direct your glass into the bottom of the harbor? I fear that some one may have stolen the end of this rope, as it seems impossible for me to bring it up."

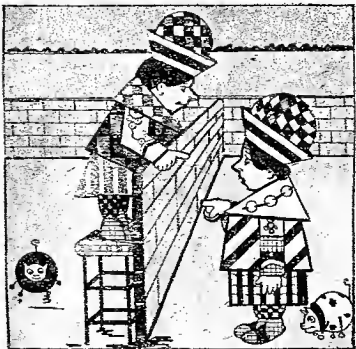


When I go to war, said the Man in the Moon,
Never a man I'll carry;
For my lady recruits will stand in their boots
Until they go home to marry.



Little Johnny Jingle couldn't live single,
Couldn't live single all his life;
So pretty Mary Munday had to marry him on Sunday.
Had to marry him on Sunday and be his little wife.

WRITTEN
AND
ILLUSTRATED
BY
A. L. JANSSON.



Say, Sammy Small, don't you wish you were tall,
Don't you wish you were tall like me?
He who stands on a stool in school is a fool,
And a fool I shouldn't care to be!



When I get lost, said the Man in the Moon,
My Crier will quickly follow.
And her tale she'll tell as she rings her bell
In every hill and hollow.

THE ODD FOLKS BASEBALL TEAM



Dan Discher is the pitcher.
And he has a brand new curve.
Which he turns out with dividers
From a think tank full of nerve.



Timothy Thatcher, as the catcher,
Wears a rat trap on his head.
For a trap is good at catching
He has often heard it said.



Bill Bumble is the batter.
With a record that's immense.
He has boarded in the plate
And can bat them over the fence.



Dan Dace is on first base.
With an ice cake at his side,
So that those who do the swatting
Will have a chance to slide.



Hi Head holds centre field.
With a bulky bugman's net,
To catch the flies a-flying,
And he does it, too, you bet!



Jay Jones patrols on second.
With handcuffs by the brace.
To arrest all sneaky sprinters
Who would try to steal the base.



Third Baseman Peter Pun
Has a megaphone and gun.
To notify the fielders
When you've finished your home run.



This is Hits, the mascot.
You can see just where he hits.
No team can get the pennant
Unless they get the hits.



The shortstop is Seth Stopper,
Who is fond of catching toads.
Just to hear the fans a-crowling
And the bleacher brother's howls.



The Plaidie Twins are fielders.
And each one wears a mull.
To keep his hands from freezing
Till Cy has had enough.

A. L. JANSSON

COLONIAL CHARACTERS

Number One



YE WITCH

21st, Fourth Month, 1688.

Town of Boston.

At a meeting of ye General Court, Goody Glover having bewitched ye young daughter of Mr. John Goodwin into divers diabolical fits and other distempers, is sentenced to be hanged.

No need to consult
the stars in order to
learn what sort of an
Overcoat Season this
is to be.

We think it is going
to be an exceptionally
good one with possibly
a scarcity of desirable
garments.

We have made ample
provision to care for
your late^d orders.

SMITH SHERMAN COMPANY
Strong Staple Concern
BOSTON

The cut shown herewith is a miniature of a series of advertising cuts which Smith, Sherman & Co. of Boston are using in their publicity campaign. The designs are the work of Augustus L. Jansson of West Somerville, Mass.





YE WITCH

21st, Fourth Month, 1688.

Town of Boston.

At a meeting of ye General Court, Goxly Glover having bewitched ye young daughter of Mr. John Goodwin into divers diabolical fits and other distempers, is sentenced to be hanged.

*Having a great time in
Boston! — M. H. Capen*